

AMENDMENTS TO THE SPECIFICATION

Please revise the paragraph beginning at page 5, line 10, as follows:

In one embodiment, a customer accesses an associate web site 120 (event A) using a standard web browser and is presented with an associate web page 122 (~~even-B~~) (event B). The associate web page 122 may include content about the associate, information about a merchant including one or more “referral” links to the merchant’s web site, and community information. The referral link may be in a variety of forms such as a textual link, a banner ad, a graphic image, and so forth. In addition, it is recognized that the referral link may be a link to third party and does not have to be a direct link to the merchant web site. For example, the referral link can point to a third party web site that records the event and then redirects the request to the merchant web site.

Please delete the first two paragraphs of the “Summary of the Invention” section, namely the paragraphs beginning at page 2, line 25 and page 3, line 1.

Immediately after the “Summary of the Invention” heading at page 2, line 24, please insert the following two new paragraphs:

The present invention includes a computer-implemented method that comprises tracking referrals of users from each of a plurality of referring web sites to a target web site that hosts an electronic catalog of items, the referrals resulting from user selections of links provided on the referring web sites. The method also comprises: identifying a group of users referred to the target web site by a selected subset of the plurality of referring web sites, said group comprising a plurality of users, and representing a subpopulation of a general user population of the target web site; and collecting user activity data reflective of preferences of particular users for particular items represented in the electronic catalog of items, the user activity data encompassing actions of both members and non-members of said group of users. The method further comprises: identifying a set of items that correspond to group preferences of the group of users, wherein the set of items is identified based on the collected user activity data of both the members and the non-members of said group of users; and causing the set of items to be displayed (a) on the target

web site to users who are referred thereto from a referring web site in said subset of referring web sites, and/or (b) on a referring web site in said subset of referring web sites.

The invention also includes a computer system that comprises a referral tracking system that tracks referrals of users from a plurality of referring sites to a target site, the target site including an electronic catalog of items. The computer system also comprises a data repository that stores user activity data reflective of user actions performed with respect to items represented in the electronic catalog, the user activity data reflective of user preferences for particular items. The computer system also comprises a recommendations service configured to (a) identify a group of users that have been referred to the target site by a selected subset of the referring sites, (b) analyze the user activity data of both members and non-members of said group to identify a set of items that are significantly more popular in the group than in a general user population of the target site, and (c) cause the identified set of items to be suggested to users that visit a referring site in the subset of referring sites.

Please revise the “Abstract of the Disclosure” section at page 42 as follows:

ABSTRACT OF THE DISCLOSURE

~~Systems and methods are disclosed for providing community specific content to customers of a merchant's web site. In one embodiment, customers who are electronically referred to the merchant's web site from an associate web site, or from one of a group of related associate web sites, are automatically assigned to the same community. For example, all customers who enter the merchant's web site from links on golf related associate web sites may be assigned to the community "golf." Customers may also join or be assigned to communities using other methods. Purchase histories and/or other activity data of the merchant's customers is analyzed periodically to identify specific products or other items that are currently "popular" within the community (e.g., best selling), based upon predefined criteria. This information is provided to members of the community, and possibly to other customers, on the merchant's web site and/or on the web sites of the corresponding associates. A computer process is disclosed for selecting items to present or recommend to users based on the referring sites accessed by such users. The process includes tracking referrals of users from referring sites to a target site, and~~

recording the item selections of the referred users from an electronic catalog of the target site.
The process may also include analyzing the recorded item selections of the users to identify, for a
particular subset of the referring sites, a set of items that correspond to group preferences of users
referred to the target site by the subset of referring sites. These identified items may thereafter be
presented to users who access a site that is a member of the subset of referring sites.